



# AMERICAN LAND CONSERVANCY®

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*...for the future of the Earth*

November 18, 2004

Sam Schuchat  
Executive Officer  
California Coastal Conservancy  
1330 Broadway St, 11th Floor  
Oakland, CA 94612

Re: Piedras Blancas Motel Acquisition Project

Dear Mr. Schuchat:

Thank you for your continued support for American Land Conservancy's project to acquire the 20-acre Piedras Blancas Motel property for public benefit. The Conservancy's financial participation as well as the experience that your staff brings to the project is critical to its success. Acquisition of this property will preserve and protect the public investment in the Hearst Ranch conservation project as well as provide much needed public access, parking and low-cost visitor serving uses to the area.

Our understanding is that the Conservancy is offering a \$2,000,000 matching grant towards acquisition of the \$4,500,000 project. ALC is committed to raising non-state matching funds to complete the project including private, foundation or federal funding sources.

Through continuing discussions with your staff, we have outlined a number of principles that will be the foundation of the Piedras Blancas Motel acquisition and restoration project. First, ALC is committed to holding the property for a time period of up to two years after acquisition while the site restoration and re-use planning occurs. Second, because the Hearst Ranch conservation project will facilitate the re-alignment of Highway One to remove the need for shoreline protection, any public re-use of the property should be achieved in a way that avoids armoring the coastal shoreline of this property. This means that portions of the existing structures may need to be removed as the bluff retreat continues at its natural pace. Third, the existing facility should be cleaned up and signs removed or replaced in order to reduce the impact on the scenic character of the coastline. Fourth, the property should be made immediately available for public day use, while balancing the needs of continued operation of the existing business as the planning process moves forward. Lastly, while guided by the public



planning process and the Local Coastal Plan, the final use of this property should provide public access and recreational support facilities consistent with the character of the area, including low-cost visitor serving facilities (such as a small hostel facility and/or tent camping) and associated educational and interpretive facilities.

With the continued support from you and your staff, and the support of the Conservancy Board, we are confident that this project will be a success. If you have any questions or comments concerning the principles outlined above, please don't hesitate to contact me at (415) 749-3017. Thank you for your consideration.

Sincerely Yours,

A handwritten signature in dark ink, appearing to read 'Jeff Stump', with a stylized flourish at the end.

Jeff Stump  
Vice President